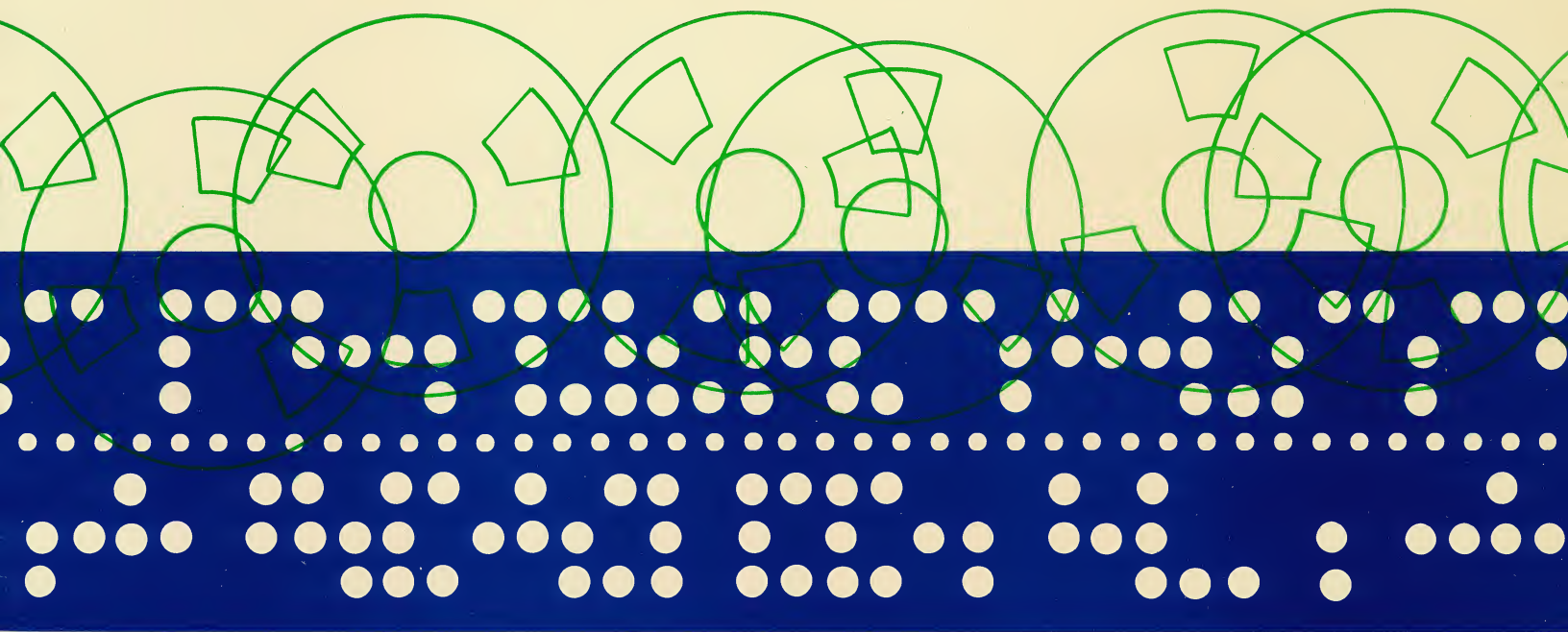


Bringing the speed  
and precision of  
computer-age technology  
to printing art  
and science



**PHOTON**  
WORLD LEADER IN PHOTOTYPESETTING EQUIPMENT

**Pioneer in the development  
of both direct-keyboarded  
and computer-driven  
photographic typesetting systems**

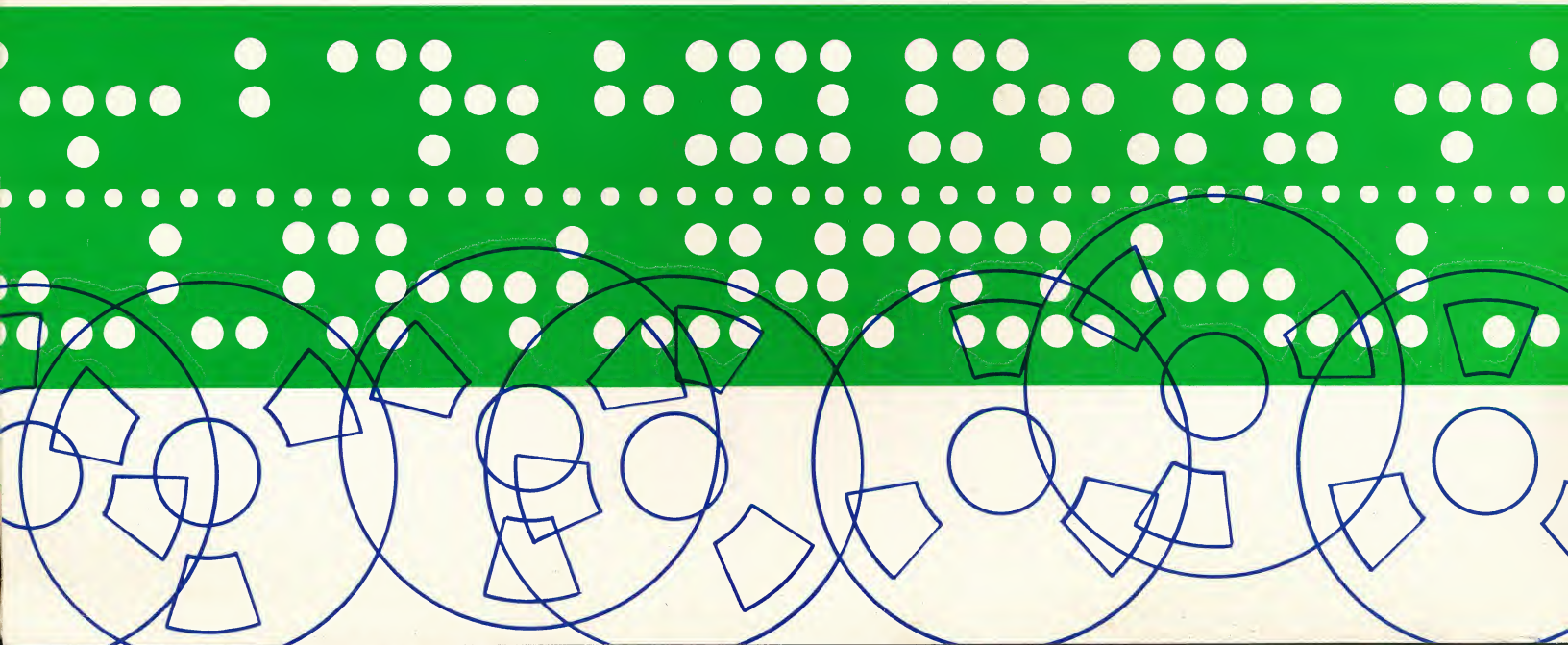
Until the early nineteen fifties modern technology seemed to have bypassed the process of typesetting and left it much as it had been a half century earlier.

Then came Photon with the technique in which the images of letters and words were flashed by ultra-short bursts of xenon light to sensitized photo film from which printing plates could be made directly. The traditional mechanical-metallurgical composing processes began to be replaced regularly by new methods that were electronic and photographic, automated and swift.

By the mid-sixties Photon's phototypesetters had come into use in specialized applications such as the setting of display advertising in newspaper plants. Then, as the company developed more sophisticated technology and its capabilities broadened, Photon gave the printing world, in 1965, the *first true, broad-purpose* phototypesetters. With ability to accept all types of input, and with phenomenal speeds and excellent economic characteristics, Photon's versatile new models opened the benefits of photographic typesetting for the first time to many major printing applications.

From its research and development center in Wilmington, Massachusetts, Photon yields an increasing stream of new developments in phototypesetting. The Photon model line is the world's broadest.

***PHOTON***  
WORLD LEADER IN PHOTOTYPESETTING EQUIPMENT

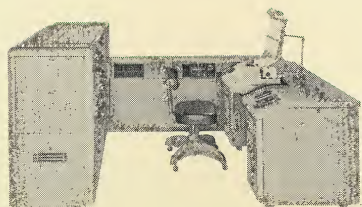




A Photon representative can guide you in selecting the phototypesetting system that will provide you maximum advantage. Both purchase and lease plans are available. Extensive training and technical facilities are at your service. Preliminary demonstrations and surveys are easily arranged. For information, get in touch with the Photon sales engineer in your area or call us directly in Wilmington, Massachusetts, area 617 933-7000.

Photon is the largest exclusive manufacturer of photographic typesetting systems. Photon offers the most complete line of machines available—for every typesetting requirement. Today more Photon units operate throughout the world than any other phototypesetter. Photon brings the speed and precision of computer-age technology to printing art and science.

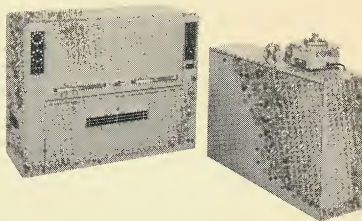
## World's Broadest Line of Phototypesetting Equipment



### 200B Admaster

The world's most-used phototypesetter in newspaper display advertising production. Produces complete copy block composition directly at the keyboard—with 192 different type fonts (16 different type faces in 12 sizes from 6 to 72 point), all instantly available. Equally productive for business forms, scientific and other complex composition. An optional paper tape reader attachment permits the 200B to be driven by six- or eight-channel tape from keyboards or computers.

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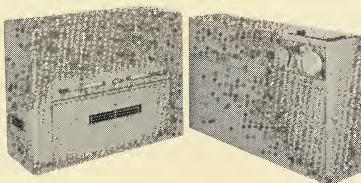
### 513 Displaymaster

The fastest display advertising typesetting system in history. Computer-produced six-channel, single frame tape directs all instructions . . . type face and size, leading, measure, quadding and justification, accurately and automatically. Composition is produced in complete copy-block form.

... type face and size, leading, measure, quadding and justification, accurately and automatically. Composition is produced in complete copy-block form.

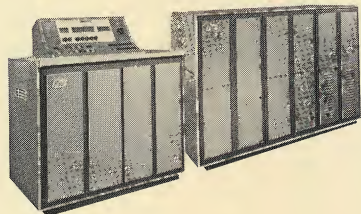
### 560 Displaymaster

An ultra-versatile computer-driven machine using eight-level two-frame paper tape to produce high quality typographic output for text, mathematical and other complex typesetting varieties.



### 900 Zip

World's fastest photographic typesetting machine operates from computer magnetic tape, brings computer print-out up to the quality level of typesetting. Produces two 11-inch lines per second regardless of type size and density and composes across several columns at once, achieving complete page makeup. Thus, a 500-line telephone directory page, completely ready for plate-making, can be produced in less than one minute.



### 713 Textmaster

A revolutionary broad-purpose model, *the first one suited to all major typesetting applications*, the 713 is ideal for general use by commercial job printers and trade typesetters as well as

publishers. It is driven by six- or eight-channel perforated tape from any keyboard, computer, or wire service, or by magnetic tape from computers. Its phenomenal productivity—35 thirty-character newspaper lines a minute—in relation to its low original cost makes the 713 inherently the most economically efficient, straightmatter typesetter ever built. A good complex-matter machine also, it has fine typographic versatility, mixes 64 type fonts in 8 faces and 8 sizes which the buyer chooses.

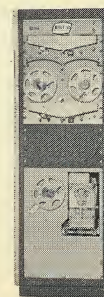
### Photon Keyboard Tape Perforator

Achieves maximum productivity with minimum skill requirement in ad-setting and other typesetting applications involving frequent typographic function changes. Fingertip control over type face and size, line length, and leading minimizes key strokes, interruptions, and opportunities for error.



### 110 Editmaster Tape Merger

Automatically corrects perforated paper tapes used in photographic as well as hot metal typesetting systems and other industrial usages. After proofreading, a short correction tape is keyboarded, containing changes, additions, and deletions. Editmaster merges this and the original tape to produce, at 110 characters per second, a final tape completely free of errors.



# PHOTON, INC.

355 Middlesex Ave., Wilmington, Massachusetts



**Please send the literature marked:**

- ☐ PHOTON 200B ADMASTER — World's most-used newspaper display ad-setting machine.
- ☐ PHOTON 513 DISPLAYMASTER — High speed ad-setting via 6-level paper tape from computers.
- ☐ PHOTON 560 DISPLAYMASTER — Ultra versatile, 8-level computer tape driven, for most complex jobs.
- ☐ PHOTON 713 TEXTMASTER — Revolutionary 35-lines-a-minute, broad purpose model, suited to all applications; for general printers, typesetters, publications. Uses 6- or 8-level paper tape or computer magnetic tape.
- ☐ PHOTON 110 EDITMASTER — Merges original tape into final, perfect tape, automatically.
- ☐ PHOTON 900 'ZIP' — Ultra fast, computer-driven photo print-out, for large applications.
- ☐ OTHER:.....

I would like to see the local Photon representative about.....

Name.....Title.....

Organization.....

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# PHOTON

PHOTO-TYPESETTING EQUIPMENT

*We appreciated your request for literature. May we do something more? We make so many kinds of photo-typesetters — the Photon line is the world's broadest — that it's very likely we can provide additional information you'd welcome. Just check the attached card; it's a catalog in miniature.*

**PHOTON, INC.**

*Newsmakers in photo-typesetting*

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